



JOURNEY STORYBOARD

This worksheet will help you envision what you can do to get customers and keep them across all the physical, digital and interpersonal touchpoints your venture will have with them. It will guide you through creating a basic prototype of the journey (a storyboard), and imagine how your venture could make people feel along the way. It can also help you decide which pieces of the experience you can prototype and test next.

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Storyboard the experience you are creating for people.

Sketch and describe the step-by-step experience people go through today. Keep in mind that the experience may include digital interactions, physical interactions and interpersonal service moments.

I HEAR ABOUT IT

How do people hear about your company?

What is your compelling message to them? How, when and where will you get their attention?

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I LEARN ABOUT IT

How do people learn about it once they're interested?

Can you show them what the product does, how it works, and how it might benefit them?

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I BUY IT

Why do people buy it (or try using it)? Where can they find it?

What can you do to remove barriers to purchase, or make the purchase process delightful?

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I USE IT

What is the experience of using the product like? How does it make them feel?

What can you do to create a great experience from the first time to ongoing use?

How do you fit into peoples' lives over time?

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I SHARE IT

What do people tell their others about the experience?

What would a customer testimonial sound like?

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